

ESTTA Tracking number: **ESTTA32021**

Filing date: **05/03/2005**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant: **Fritos Encanto de Monterrey, S.A. de C.V.**
Application Serial Number: **78425216**
Application Filing Date: **05/26/2004**
Mark: **CHEESES**
Date of Publication **04/19/2005**

First 90 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, Frito-Lay North America, Inc., 7701 Legacy Drive, Plano, TX75024, UNITED STATES, a corporation organized under the laws of Delaware, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown .

Potential opposer believes that good causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 05/19/2005. Frito-Lay North America, Inc. respectfully requests that the time period within which to file an opposition be extended until 08/17/2005.

Respectfully submitted,
/Paul J. Reilly/
05/03/2005

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